

Case Study



Powering Precision Medicine with Unified Patient and Channel Data



Background

Many manufacturers' drug portfolios are shifting from primary care with large patient populations to precision medicines targeting specific patient genomes and populations. Consequently they are adopting more complex and hybrid channel strategies, incorporating both traditional retail as well as specialty pharmacy and, increasingly, "buy-and-build" strategies.

IntegriChain began working with this large pharmaceutical several years ago and at the time, they had already commercialized numerous major drugs across allergy, oncology, and cardiovascular therapeutic categories. Additionally, they had mature relationships with both wholesalers and retail pharmacies and a co-marketing agreement with another major pharmaceutical manufacturer.

Despite having an existing relationship with a well-known channel data aggregator, the manufacturer approached IntegriChain in early 2020 to share some of their channel data-related concerns as shown below.

"Having a solution that brings together all of our channel and specialty pharmacy data and feeds our data warehouse is essential for our future success."

Director, Specialty Data Management & Analytics



Data Timeliness

One of the key elements of any manufacturer-trading partner contract involves the transmission of quality sales and inventory data. Despite these contractual obligations, the manufacturer often received channel data hours or even days later than the contracted window.



Data Quality

The manufacturer was noticing that while the data was being received on-time, critical data fields were frequently in the wrong format, received in wrong order or sequence, or even completely omitted. As a result, the data was virtually useless to the market access and field teams.



Lack of Insight

The overwhelming data volume, combined with the weak analytical capabilities of the current data aggregator, made it difficult for the manufacturer's trade and channel teams to quickly identify, triage, and remediate potential channel and product issues.

Enter the Pandemic

Based on an initial call, the manufacturer decided to investigate switching to IntegriChain data management solutions for a portion of their overall retail channel portfolio. As both parties were scheduled to meet to do a deep-dive discovery into the manufacturer's needs and requirements as well as demonstrate IntegriChain's capabilities, COVID-19 pandemic restrictions hit. Nevertheless, both teams continued to work virtually through the pandemic-related uncertainties and inconveniences. IntegriChain led productive and insightful collaboration workshops with the manufacturer's Trade and Channel, Commercial Analytics, and Information Technology teams to answer three main questions.

- 1. Data Aggregation.** How could IntegriChain outperform their existing data aggregator?
- 2. Data Refinement.** How did IntegriChain's channel data refinement processes and technologies lead to cleaner and more actionable data?
- 3. Technology and Architecture.** How would IntegriChain's solutions fit and integrate with the manufacturer's existing commercial data warehouse?


These workshops revealed several key capabilities that distinguished IntegriChain from other solutions.

- Market-tested and enterprise-class data mastering and data stewardship
- Deep understanding of the end-to-end data lifecycle, particularly the integration into the manufacturer's commercial data warehouse and existing business intelligence tools
- Ability to deliver better control and insight into performance and effectiveness of their existing distribution service agreements
- Proven ability to leverage subnational deciling to improve insight into product performance across trading partners
- Robust scorecarding and data visualization technology to quickly identify channel-related issues that needed attention
- IntegriChain's proposed solution would easily leverage the manufacturer's existing business intelligence and commercial data warehouse infrastructure and investment.

The Solution

Despite some extremely demanding data warehouse and architectural requirements, IntegriChain was able to clearly demonstrate a superior set of channel data management capabilities covering data acquisition and ingestion, cleansing and deduplication, data mastering, data refinement, and analytics and visualization. As a result, the manufacturer decided in mid-2020 to move forward with the following solutions.

CHANNEL DATA SOLUTIONS

- **Channel Data Aggregation**
Aggregate all channel data sets, including distributor sales, distributor inventory, specialty pharmacy inventory, and product returns.
- **Refined Channel Data**
Leverage industry-leading data science and enrichment algorithms to better understand customer and channel mix as well as deliver an end-to-end view of your direct, wholesale and specialty distribution.
- **Distribution Contract Management**
Manage and analyze trading partner contracts, payments, and purchase orders. Ensure execution of distribution service agreements (DSAs) and accurately measure pay-for-performance terms.

With the channel data properly and efficiently aggregated and a robust inventory analytics solution in place, the manufacturer is confident they will be able to better manage channel inventory, reduce returns allowances, and eliminate stock-outs. However, as is the case in the pharmaceutical industry, the manufacturer's needs began to change for two reasons.

- Their co-marketing partnership with another manufacturer was changing.
- An increasing number of their therapies required a different channel design. In fact, several of them required a hybrid specialty-retail distribution model.

Therapeutic Category	Product Stage
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Allergy	Commercial
Oncology	Commercial
Ophthalmology	Commercial
Autoimmune/Immunology	Commercial
Allergy	Approval
Cardiovascular	BLA Filing
Hematology	Phase 3
Anti-Viral	Phase 3
Oncology	Phase 2
Oncology	Phase 1

Based on the evolution of both their business and channel design, the manufacturer chose to leverage IntegriChain’s Patient Advisory Services and Patient Data Aggregation capabilities to give them greater visibility into patient status data and the overall patient journey.

PATIENT ACCESS SOLUTIONS



Patient Data Aggregation. Longitudinal de-identification, patient data mastering, and foundational data quality management of patient data enabling timely, accurate provider and patient insights.

Advisory Services



Patient Advisory Services

Leverage industry best practices and benchmark data to achieve world-class patient data aggregation and refinement, improve manufacturer-specialty pharmacy collaboration, and rapidly identify potential barriers to patient access.

Additionally, IntegriChain demonstrated the unique capabilities of the ICyte Platform that unifies all aggregated and refined patient status and dispense data from specialty pharmacies, hub, and co-pay data as well as 867 channel data using common master data management on a single platform. Equally important, all of this data was fed into the manufacturer's existing commercial data warehouse (CDW) on a consistent, automated basis.

The Results

IntegriChain turned out to be the perfect strategic channel partner for a number of reasons.

- Improved channel performance. With the channel data properly and efficiently aggregated and a robust inventory analytics solution in place, the manufacturer is confident they will be able to better manage channel inventory, reduce returns allowances, and eliminate stock-outs.
- Hybrid data and channel expertise. IntegriChain clearly demonstrated the ability to support a wide range of business/channel models, encompassing both traditional channel data as well as a variety of specialty data sets. These capabilities, together with IntegriChain's experience with more than 100 drug launches in the past three years, made the manufacturer extremely confident in their selection.
- The ICyte Platform. IntegriChain's ICyte Platform provides the critical data unification capabilities that the manufacturer needs for their future therapy introductions. They believe they will have a competitive advantage due to their ability to execute pricing, contracting, specialty pharmacy management, and gross-to-net business processes using a common, integrated fact-base of commercialization and therapy access data.



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p/n INT0016CS